

WESH 1021 N. Wymore Rd. Main: (407)645-2222

Billing: (407)389-7661

**American Rambler** 

138 Conant Street

Beverly, MA 01915

**Attention: Accounts Payable** 

Winter Park, FL 32789

Invoice Month Invoice # Invoice Date Invoice Period 949042-1 09/16/12 08/27/12 - 09/10/12 September 2012

Station Account Executive Sales Office Sales Region WESH Fran Berg Eagle-Washingte National

Advertiser Romney/R/President Flight Dates

Product Estimate Number ROMNEY/P/R

Order#

Alt Order #

09/07/12 - 09/10/12 Billing Calendar

07901690 949042

Broadcast

Billing Type Deal# Cash

Special Handling

IDB#

Advertiser Code | Product Code ROMM

Agency Ref

Advertiser Ref

Send Payment To:

6 09/07/12

09/07/12

Regis & Kelly 9-10 AM

www.wesh.com

Billing Address:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Spots/

		Spots/		
e Start Date End Date Description Start/End Time	MTWTFSS	Length Week Rate	Туре	
1 09/10/12 09/10/12 M-F Sunrise @6AM 6:00-7:00 AM Class of Time - Pre-emptible with notice	M	:30 1 \$750.	.00 NM	
Weeks:         Start Date 09/10/12         End Date 09/16/12         MTWTFSS MTWTFSS MTWTFSS 09/16/12         Spots/Week 1	<u>Rate</u> \$750.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
1 WESHM 09/10/12 6:28 AM M-F Sunrise @6AM	6:00-7:00 AM	:30 2012MRFP100H		\$750.00 NM
2 09/07/12 09/07/12 M-F Sunrise @6AM 6:00-7:00 AM Class of Time - Immediately Pre-emptible without notice	F	:30 2 \$450.	.00 NM	
Weeks:         Start Date 09/03/12         End Date 09/09/12         MTWTFSS 09/05/Week 09/09/12         Spots/Week 2	<u>Rate</u> \$450.00	-		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
1 WESHF 09/07/12 6:23 AM M-F Sunrise @6AM	6:00-7:00 AM	:30 2012MRFP100H	ALDE TO THE PERSON NAMED IN	\$450.00 NN
2 WESHF 09/07/12 6:54 AM M-F Sunrise @6AM	6:00-7:00 AM	:30 2012MRFP100H		\$450.00 NN
3 09/07/12 09/07/12 NBC Today Show 7:00-9:00 AM Class of Time - Immediately Pre-emptible without notice	F	:30 2 \$725.	.00 NM	
Weeks:         Start Date 09/03/12         End Date 09/09/12         MTWTFSS 09/05/Week 09/09/12         Spots/Week 2	<u>Rate</u> \$725.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Typ
2 WESHF 09/07/12 7:29 AM NBC Today Show	7:00-9:00 AM	:30 2012MRFP100H		\$725.00 N
1 WESHF 09/07/12 8:52 AM NBC Today Show	7:00-9:00 AM	:30 2012MRFP100H		\$725.00 N
4 09/10/12 09/10/12 NBC Today Show 7:00-9:00 AM Class of Time - Pre-emptible with notice	M	:30 2 \$1,000	.00 NM	
Weeks:         Start Date 09/10/12         End Date 09/16/12         MTWTFSS MTWTFS MTWTFS MTWTFS MTWTFS MTWTFSS MTWTFS MTWTFS MTWTF	Rate \$1,000.00			-
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Typ
2 WESHM 09/10/12 7:30 AM NBC Today Show	7:00-9:00 AM	:30 2012MRFP100H		\$1,000.00 N
1 WESHM 09/10/12 8:26 AM NBC Today Show	7:00-9:00 AM	:30 2012MRFP100H		\$1,000.00 N
5 09/10/12 09/10/12 Regis & Kelly 9-10 AM 9:00-10:00 AM Class of Time - Pre-emptible with notice	M	:30 2 \$500	.00 NM	
Weeks:         Start Date 09/10/12         End Date 09/16/12         MTWTFSS MTWTFSS MTWTFSS 2         Spots/Week 2	<u>Rate</u> \$500.00	-		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Typ
1 WESHM 09/10/12 9:31 AM Regis & Kelly 9-10 AM	9:00-10:00 AM	:30 2012MRFP100H		\$500.00 N
2 WESHM 09/10/12 9:49 AM Regis & Kelly 9-10 AM				

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:30

2

\$500.00

NM

9:00-10:00 AM

**WESH** 



Invoice Month Invoice Period Invoice # Invoice Date 09/16/12 08/27/12 - 09/10/12 949042-1 September 2012

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

www.wesh.com

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C	nn	ts/
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							Sp	ots/			
e—St	art Date	End Da	ate Des	cription	Start/End Time	MTWTFSS Le	ngth We	ek	Rate	Type	
Cli	ass of T	ime - Pre-	emptible wi	th notice			9.50	(1. 3. 3.)	wront by	Siedie	
We	eeks:	Start Da 09/03/12			Spots/Week 2	<u>Rate</u> \$500.00	100	1.75		y s <sup>e</sup>	
Spo	ots: # C	h <u>Day</u>	Air Date	Air Time Descri	<u>ption</u>	Start/End Time	Length Ad	I-ID			Rate Typ
	1 W	/ESHF	09/07/12	9:31 AM Regis	& Kelly 9-10 AM	9:00-10:00 AM	:30 20	12MRFP100	Эн		\$500.00 N
	2 W	/ESHF	09/07/12	9:56 AM Regis	& Kelly 9-10 AM	9:00-10:00 AM	:30 20	12MRFP100	Эн	.^	\$500.00 N
	9/10/12 lass of T	09/10/ <sup>2</sup> ime - Pre-	12 NBC emptible wi	Today Show II	10AM-11AM	M	:30	2	\$400.00	NM	
We	eeks:	Start Da			Spots/Week 2	<u>Rate</u> \$400.00					-
Sp	ots: # C	h <u>Day</u>	Air Date	Air Time Descri	ption	Start/End Time	Length Ac	I-ID			Rate Typ
	2 W	/ESHM	09/10/12	10:28 AM NBC T		10AM-11AM	:30 20	12MRFP100	Эн		\$400.00 N
	1 W	/ESHM	09/10/12	11:00 AM NBC T	oday Show II	10AM-11AM	:30 20	12MRFP100	Эн		\$400.00 N
	9/07/12 lass of T	09/07/	12 NBC	C Today Show II	10AM-11AM	F	:30	2	\$400.00	NM	
	eeks:	Start Da	te End D	Date MTWTFSS	Spots/Week 2	<u>Rate</u> \$400.00					
Sp	ots: # C		Air Date	Air Time Descri		Start/End Time	Length Ad	d-ID			Rate Tyr
		/ESHF	09/07/12	10:30 AM NBC T		10AM-11AM		12MRFP100	Он		\$400.00 N
	1 V	/ESHF	09/07/12	10:56 AM NBC T	oday Show II	10AM-11AM	:30 20	12MRFP100	ОН		\$400.00 N
9 09 Cl	9/07/12 lass of T	09/07/	12 NBC	C Today Show III	11AM-12PM/10-11	/F	:30	2	\$350.00	NM	
	eeks:	Start Da	ate End E	Date MTWTFSS	Spots/Week	Rate	-				
C <sub>n</sub>	ots: # C	09/03/1	2 09/09 <u>Air Date</u>	/12F Air Time Descri	2 ntion	\$350.00 Start/End Time	Length Ad	4 ID			Doto Tv
Sþ	77 1000	VESHF	09/07/12	11:27 AM NBC T		11AM-12PM/10-11		12MRFP10	Он		Rate Ty \$350.00 N
		VESHF	09/07/12	11:53 AM NBC 1	The contract of the contract o	11AM-12PM/10-11		12MRFP10			\$350.00 N
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CI			emptible w		11AM-12PM/10-11		:30	2	\$350.00	NM	
We	eeks:	Start Da 09/10/1			Spots/Week 2	<u>Rate</u> \$350.00					
Sp	ots: # C		Air Date	Air Time Descri		Start/End Time	Length Ad	d-ID			Rate Ty
- •		VESHM	09/10/12	11:27 AM NBC 7		11AM-12PM/10-11		12MRFP10	0н		\$350.00 N
	1 V	VESHM	09/10/12	11:52 AM NBC 7		11AM-12PM/10-11	:30 20	12MRFP10	Он		\$350.00 N
	9/07/12 lass of T	09/07/	12 M-F	NOON NEWS 12-	-12:12:00-12:30 PM	F	:30	2	\$350.00	NM	
	eeks:	Start Da 09/03/1	ate End D	Date MTWTFSS	Spots/Week 2	<u>Rate</u> \$350.00					
Sn	ots: # C		Air Date	Air Time Descr		Start/End Time	Length A	d-ID			Rate Ty
Op		VESHF	09/07/12		OON NEWS 12-12:30			)12MRFP10	Он		\$350.00
		VESHF	09/07/12		OON NEWS 12-12:30		:30 20	)12MRFP10	ОН		\$350.00
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	9/10/12 lass of T	09/10/	12 M-F	NOON NEWS 12	-12:12:00-12:30 PM	M	:30	2	\$350.00	NM	
CI		ime - Pre- Start Da	emptible wate End [	rith notice  Date MTWTFSS	Spots/Week	Rate	:30		\$350.00	INIVI	
CI We	lass of T eeks:	Start Da 09/10/1	emptible wate End E 2 09/16	rith notice  Date MTWTFSS 6/12 M	Spots/Week 2	<u>Rate</u> \$350.00			\$350.00	INIVI	D-4- T
CI We	lass of Teeks:	Start Day 09/10/1 Ch Day	emptible wate End I 2 09/16 Air Date	rith notice  Date MTWTFSS 6/12 M Air Time Descr	Spots/Week 2 iption	Rate \$350.00 Start/End Time	Length A	d-ID		INIVI	
CI We	lass of Teeks: oots: # C	Start Do	emptible wate End I 2 09/16 Air Date 09/10/12	Date	Spots/Week 2 iption OON NEWS 12-12:30	Rate \$350.00 Start/End Time 12:00-12:30 PM	Length A	<u>d-ID</u> 012MRFP10	0н	INIVI	\$350.00
CI We Sp	lass of T eeks: oots: <u>#</u> C 1 V 2 V	Start Day O9/10/1 Ch Day VESHM VESHM 09/10/	emptible wate End [2 09/16] Air Date 09/10/12 09/10/12 12 Day	ith notice  Date MTWTFSS  6/12 M  Air Time Descr  12:12 PM M-F N  12:29 PM M-F N  //s of Our Lives	Spots/Week 2 iption OON NEWS 12-12:30 OON NEWS 12-12:30	Rate \$350.00 Start/End Time 12:00-12:30 PM	Length A	d-ID	0н		\$350.00
Sp 13 09 CI	lass of Treeks:  oots: # Creeks:  1 Vreeks:  2 Vreeks:  9/10/12:  lass of Treeks:	Time - Pre- Start D: 09/10/1 Ch Day VESHM VESHM 09/10/ Time - Imn	emptible w ate End I 2 09/16 Air Date 09/10/12 09/10/12 12 Day nediately Pr	ith notice  Date MTWTFSS  6/12 M  Air Time Descr  12:12 PM M-F N  12:29 PM M-F N  //s of Our Lives  re-emptible without	Spots/Week 2 iption OON NEWS 12-12:30 OON NEWS 12-12:30 1:00-2:00 PM notice	Rate \$350.00 Start/End Time 12:00-12:30 PM 12:00-12:30 PM	Length A :30 20 :30 20	d-I <u>D</u> 012MRFP10 012MRFP10	ЮН ЮН		\$350.00
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1 WESHM

09/10/12

5:30 PM M-F 5-6 PM ROT

**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice Date Invoice Month Invoice Period 949042-1 09/16/12 September 2012 08/27/12 - 09/10/12

<u>Advertiser</u>	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

vw.wesh.com							Spots/			
ne Start Date	End Date	Desc	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
13 09/10/12		Days	s of Our Lives e-emptible without	1:00-2:00 PM	M	:30	2	\$300.00	NM	
Spots: # Ch			Air Time Descr		Start/End Time	Lengt	th Ad-ID			Rate Typ
2 W	and the same of th	9/10/12	1:29 PM Days	of Our Lives	1:00-2:00 PM		0 2012MRF	Р100Н		\$300.00 N
1 W	ESHM 09	9/10/12	2:00 PM Days	of Our Lives	1:00-2:00 PM	:3	0 2012MRF	Р100н		\$300.00 N
14 09/07/12 Class of Ti	09/07/12	Days	s of Our Lives e-emptible withou	1:00-2:00 PM	F	:30	2	\$300.00	NM	
Weeks:	Start Date 09/03/12		ate MTWTFSS	Spots/Week 2	<u>Rate</u> \$300.00		- 1			
Spots: # Ch	n <u>Day Ai</u>		Air Time Descr	_	Start/End Time	Leng	th Ad-ID			Rate Typ
Val. 2010		9/07/12	1:30 PM Days		1:00-2:00 PM		30 2012MRF	Р100н		\$300.00 N
2 W		9/07/12	1:59 PM Days		1:00-2:00 PM	:3	30 2012MRF	Р100н		\$300.00 N
15 09/07/12	09/07/12	M-F	3-4 PM	3:00-4:00 PM	F	:30	1	\$450.00	NM	
	me - Pre-em	ptible wi	th notice	Spots/Week				Ψ100.00		
vveeks.	09/03/12	09/09/		Spois/vveek 1	<u>Rate</u> \$450.00					
Spots: # Cl	n <u>Day Ai</u>	r Date	Air Time Descr	ription	Start/End Time	Leng	th Ad-ID			Rate Ty
		9/07/12	3:46 PM M-F 3	3-4 PM	3:00-4:00 PM	:3	30 2012MRF	р100н		\$450.00
16 09/10/12	09/10/12		3-4 PM	3:00-4:00 PM	M	:30	2	\$275.00	NM	THE STATE OF THE S
Class of Ti Weeks:	me - Immed Start Date		e-emptible withou Date MTWTFSS	t notice Spots/Week	Dete					
VVCCNS.	09/10/12	09/16		<u> </u>	<u>Rate</u> \$275.00					
Spots: # CI	h <u>Day Ai</u>	ir Date	Air Time Descri	ription	Start/End Time	Leng	th Ad-ID			Rate Ty
2 W	ESHM 09	9/10/12	3:19 PM M-F 3	8-4 PM	3:00-4:00 PM	:3	30 2012MRF	P100H		\$275.00 I
1 W	ESHM 09	9/10/12	3:44 PM M-F 3	3-4 PM	3:00-4:00 PM	::	30 2012MRF	P100H		\$275.00
17 09/10/12 Class of Ti	09/10/12 me - Pre-em		4-5 PM NEWS	M-F 4-5 PM	M	:30	2	\$550.00	NM	-
Weeks:	Start Date 09/10/12		Date MTWTFSS	Spots/Week 2	<u>Rate</u> \$550.00					
Spots: # Cl			Air Time Desc		Start/End Time	Lena	th Ad-ID			Rate Ty
	and the second second	9/10/12	4:12 PM M-F 4		M-F 4-5 PM	311111111111	30 2012MRF	P100H		\$550.00
2 W	ESHM 09	9/10/12	4:42 PM M-F 4	1-5 PM NEWS	M-F 4-5 PM	::	30 2012MRF	P100H		\$550.00
18 09/07/12	09/07/12		4-5 PM NEWS	M-F 4-5 PM	F	:30	2	\$550.00	NM	
Weeks:	me - Pre-em Start Date	End D	Date MTWTFSS	Spots/Week	Rate					
	09/03/12	09/09		2	\$550.00					
	h <u>Day A</u>		Air Time Desc		Start/End Time		th Ad-ID	100		Rate T
		9/07/12	4:22 PM M-F 4		M-F 4-5 PM		30 2012MRF			\$550.00
1 VV	ESHF 09	9/07/12	4:38 PM M-F 4	1-5 PIVI INEVVS	M-F 4-5 PM		30 2012MRF	-P100H		\$550.00
19 09/07/12 Class of Ti	09/07/12 ime - Pre-em		5-6 PM ROT ith notice	5:00-6:00 PM	F	:30	2	\$700.00	NM	
Weeks:	Start Date 09/03/12	End E 09/09		Spots/Week 2	<u>Rate</u> \$700.00					
Spots: # C			Air Time Desc		Start/End Time	Lenc	th Ad-ID			Rate T
	and the same of th	9/07/12	5:10 PM M-F	A THE RESIDENCE AND ADDRESS OF THE PARTY OF	5:00-6:00 PM		30 2012MRF	FP100H		\$700.00
2 W	ESHF 0	9/07/12	5:29 PM M-F 5	5-6 PM ROT	5:00-6:00 PM		30 2012MRF	P100H		\$700.00
20 09/10/12 Class of T	09/10/12 ime - Pre-em		5-6 PM ROT	5:00-6:00 PM	M	:30	2	\$700.00	NM	
Weeks:	Start Date 09/10/12	End D	Date MTWTFSS	Spots/Week	Rate					***************************************
Spots: # C		09/16 ir Date	Air Time Desc	2 crintion	\$700.00 Start/End Time	land	th Ad-ID			Rate T
		9/10/12	5:12 PM M-F	THE REST OF THE PARTY OF THE PA	5:00-6:00 PM		30 2012MRI	FP100H		\$700.00
	JESHM O				5:00-0:00 T W		20 2012MD			\$700.00

5:00-6:00 PM

:30 2012MRFP100H

\$700.00 NM





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 949042-1 | 09/16/12 | September 2012 | 08/27/12 - 09/10/12

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

www.wesh.com							
Line Start Date End Date Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
20 09/10/12 09/10/12 M-F 5-6 PM ROT Class of Time - Pre-emptible with notice	5:00-6:00 PM	M	:30	2	\$700.00	NM	
21 09/10/12 09/10/12 M-F 6-6:30 PM Class of Time - Pre-emptible with notice	M-F 6-6:30 PM	M	:30	2	\$1,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 09/10/12 09/16/12 M	Spots/Week 2	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> Ch <u>Day Air Date Air Time Descr</u> 2 WESHM 09/10/12 5:58 PM M-F 6 1 WESHM 09/10/12 6:29 PM M-F 6	-6:30 PM	Start/End Time M-F 6-6:30 PM M-F 6-6:30 PM	:3	<u>th</u> <u>Ad-ID</u> 30 2012mrff 30 2012mrff		-	Rate Type \$1,000.00 NM \$1,000.00 NM
22 09/07/12 09/07/12 M-F 6-6:30 PM Class of Time - Pre-emptible with notice	M-F 6-6:30 PM	F	:30	2	\$1,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 09/03/12 09/09/12F	Spots/Week 2	<u>Rate</u> \$1,000.00			_		
Spots: # Ch <u>Day Air Date</u> <u>Air Time Descr</u> 1 WESHF 09/07/12 5:58 PM M-F 6 2 WESHF 09/07/12 6:30 PM M-F 6	iption -6:30 PM	Start/End Time M-F 6-6:30 PM M-F 6-6:30 PM	:3	<u>th Ad-ID</u> 30 2012MRFF 30 2012MRFF			Rate Type \$1,000.00 NM \$1,000.00 NM
							\$1,000.00 14101
23 09/07/12 09/07/12 M-F Entertainment To Class of Time - Pre-emptible with notice		F	:30	1	\$1,100.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 09/03/12 09/09/12F-	Spots/Week 1	<u>Rate</u> \$1,100.00					
Spots: # Ch <u>Day Air Date</u> <u>Air Time Descr</u> 1 WESHF 09/07/12 7:09 PM M-F E	ription Entertainment Tonight	Start/End Time 7:00-730 PM		th <u>Ad-ID</u> 30 2012MRFI	Р100н		<u>Rate Type</u> \$1,100.00 NM
24 09/10/12 09/10/12 M-F Entertainment To Class of Time - Pre-emptible with notice	nigł7:00-730 PM	M	:30	1	\$1,200.00	NM	×
Weeks:         Start Date 09/10/12         End Date 09/16/12         MTWTFSS MTWTFSS MTWTFSS           Spots:         # Ch         Day Air Date Air Time Description         Air Time Description           1 WESHM         09/10/12         7:10 PM M-F E	Spots/Week 1 ription Entertainment Tonight	<u>Rate</u> \$1,200.00 <u>Start/End Time</u> 7:00-730 PM		<u>th Ad-ID</u> 30 2012MRF	р100н		<u>Rate</u> <u>Type</u> \$1,200.00 NM
25 09/10/12 09/10/12 M-F Access Hollywoo Class of Time - Pre-emptible with notice	d Access Hollywood	/ M	:30	1	\$1,200.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 09/10/12 09/16/12 M	Spots/Week 1	<u>Rate</u> \$1,200.00				§	
Spots: # Ch         Day         Air Date         Air Time         Description           1 WESHM         09/10/12         7:55 PM M-F A		Start/End Time Access Hollywo		<u>ith</u> <u>Ad-ID</u> 30 2012MRF	Р100н		<u>Rate</u> <u>Type</u> \$1,200.00 NM
26 09/07/12 09/07/12 M-F Access Hollywoo Class of Time - Pre-emptible with notice	d Access Hollywood	/F	:30	1	\$1,100.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 09/03/12 09/09/12F	Spots/Week	Rate \$1,100.00				5	
Spots: # Ch Day Air Date Air Time Descri	ription Access Hollywood	Start/End Time Access Hollyw		<u>ith Ad-ID</u> 30 2012MRF	Р100Н		<u>Rate Type</u> \$1,100.00 NM
27 09/10/12 09/10/12 M-Su News @ 11PM Class of Time - Pre-emptible with notice	11-1135p	M	:30	1	\$1,000.00	NM	£,100
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 09/10/12 09/16/12 M	Spots/Week 1	<u>Rate</u> \$1.000.00					
Spots: # Ch Day Air Date Air Time Desc 1 WESHM 09/10/12 11:22 PM M-Su		Start/End Time		<u>gth Ad-ID</u> 30 2012MRF	Р100Н		<u>Rate Type</u> \$1,000.00 NM
28 09/07/12 09/07/12 M-Su News @ 11PM Class of Time - Pre-emptible with notice	11-1135p	F	:30	2	\$1,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u>	Spots/Week	Rate					
	ription News @ 11PM News @ 11PM	\$1,000.00 <u>Start/End Time</u> 11-1135p 11-1135p		gth <u>Ad-ID</u> 30 2012MRF 30 2012MRF			Rate Type \$1,000.00 NM \$1,000.00 NM





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 949042-1 | 09/16/12 | September 2012 | 08/27/12 - 09/10/12

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	

www.wesh.com

www.wesh.com									
	Later	Eulez-			314	Spots/			
ine Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
28 09/07/12 Class of T	09/07/12 ime - Pre-emptib	M-Su News @ 11PM le with notice	11-1135p	elo <u>rge</u> -Freedomente	:30	2	\$1,000.00	NM	
29 09/10/12 Class of T	09/10/12 ime - Pre-emptib	NBC Tonight Show	11:35P-12:35XM	M	:30	1	\$550.00	NM	
Weeks:	Start Date E	<u>Ind Date</u> <u>MTWTFSS</u> 9/16/12 M	Spots/Week 1	<u>Rate</u> \$550.00	lı .				
Spots: <u>#</u> C 1 W	h <u>Day</u> <u>Air Da</u> /ESHM 09/10		<del></del>	Start/End Time 11:35P-12:35XN		n <u>Ad-ID</u> O 2012MRFF	Р100Н		<u>Rate</u> <u>Type</u> \$550.00 NM
30 09/07/12 Class of T	09/07/12 ime - Pre-emptib	NBC Tonight Show	11:35P-12:35XM	F	:30	2	\$450.00	NM	
Weeks:	Start Date E 09/03/12 0	Ind Date MTWTFSSF	Spots/Week 2	<u>Rate</u> \$450.00		-			
	h <u>Day</u> <u>Air Da</u> /ESHF 09/07 /ESHF 09/07	7/12 11:59 PM NBC T	onight Show	Start/End Time 11:35P-12:35XN 11:35P-12:35XN	M :3	<u>h Ad-ID</u> 0 2012mrfi 0 2012mrfi			<u>Rate Type</u> \$450.00 NM \$450.00 NM
31 09/10/12 Class of T		M-F Early Sunrise ly Pre-emptible without	5:00-6:00 AM notice	M	:30	1	\$150.00	NM	
Weeks:	Start Date E		Spots/Week 1	<u>Rate</u> \$150.00					
Spots: <u>#</u> C 1 W	h <u>Day</u> <u>Air Da</u> /ESHM 09/10			Start/End Time 5:00-6:00 AM		<u>h Ad-ID</u> 0 2012MRF	Р100н		<u>Rate</u> <u>Type</u> \$150.00 NM
32 09/07/12 Class of T	09/07/12 ime - Immediate	M-F Early Sunrise ly Pre-emptible without	5:00-6:00 AM notice	F	:30	1	\$150.00	NM	
Weeks:	Start Date E	End Date MTWTFSSF	Spots/Week 1	<u>Rate</u> \$150.00					
Spots: <u>#</u> C 1 W	h <u>Day Air Da</u> VESHF 09/07			Start/End Time 5:00-6:00 AM		<u>h Ad-ID</u> 0 2012MRF	Р100н	-	<u>Rate</u> <u>Typ</u> \$150.00 NI
33 09/07/12 Class of T	09/07/12 ime - Immediate	NBC Prime GRIMM	9:00-10:00 PM notice	F	:30	1	\$1,800.00	NM	h +-
Weeks: Spots: # C		09/09/12F ate <u>Air Time</u> Descri		Rate \$1,800.00 <u>Start/End Time</u> 9:00-10:00 PM		h <u>Ad-ID</u> 0 2012MRF	p100u		<u>Rate Typ</u> \$1,800.00 NI
34 09/07/12	09/07/12	NBC Prime DATELINE		F	:30	1	\$3,500.00	NM	ψ1,000.00 ΝΙ
Weeks:	Start Date 09/03/12		Spots/Week 1	<u>Rate</u> \$3,500.00					
Spots: <u>#</u> C 1 V		ate Air Time Descri		Start/End Time 10:00-11:00 PM		th <u>Ad-ID</u> 30 2012MRF	р100н		<u>Rate</u> <u>Typ</u> \$3,500.00 NI
35 09/08/12 Class of T	09/08/12 Time - Immediate	Sat Sunrise 6-8 AM	6:00-8:00 AM notice	S-	:30	1	\$150.00	NM	
Weeks: Spots: # 0	<u>Start Date</u> <u>E</u> 09/03/12	End Date         MTWTFSS           09/09/12        S-           ate         Air Time         Description	Spots/Week 1 iption	Rate \$150.00 Start/End Time		<u>th Ad-ID</u> 30 2012MRF	:p100u		Rate Typ
36 09/08/12	09/08/12	NBC Saturday	Sat 8-10am	6:00-8:00 AM	:30	2	\$800.00	NM	\$150.00 N
Class of T Weeks:		End Date MTWTFSS	Spots/Week	Rate					
	Ch <u>Day Air D</u> VESHSa 09/08	8/12 8:15 AM NBC \$	Saturday	\$800.00 Start/End Time Sat 8-10am	::	th <u>Ad-ID</u> 30 2012MRF		· A	<u>Rate Typ</u> \$800.00 N
2 V	VESHSa 09/08	8/12 8:51 AM NBC	saturday	Sat 8-10am	:	30 2012MRF	-LTOOH		\$800.00 N

LR - Football





**WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 Invoice # Invoice Date Invoice Month Invoice Period 949042-1 09/16/12 September 2012 08/27/12 - 09/10/12

<u>Advertiser</u>	<u>Product</u>	Estimate Number
Romney/R/President	ROMNEY/P/R	

ww.wesh.com									
ine Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
38 09/09/12 Class of T	09/09/12 ime - Immedi	Sun Sunrise@6-8 AM ately Pre-emptible withou	6:00-8:00 AM	The second of th	:30	2	\$150.00	NM	
Weeks: Spots: # C 2 W		End Date MTWTFSS 09/09/12S r Date Air Time Descr 1/09/12 6:42 AM Sun S	Spots/Week 2 ription Sunrise@6-8 AM	Rate \$150.00 <u>Start/End Time</u> 6:00-8:00 AM 6:00-8:00 AM	:3	th <u>Ad-ID</u> 30 2012MRFF 30 2012MRFF			<u>Rate</u> <u>Type</u> \$150.00 NM \$150.00 NM
39 09/09/12 Class of T	09/09/12	NBC Sunday Today ptible with notice	8:00-9:00 AM/9-11	£S	:30	2	\$1,100.00	NM	
Weeks: Spots: <u>#</u> C 1 W		End Date   MTWTFSS   09/09/12  S   Date   Air Time   Desci	Sunday Today	Rate \$1,100.00 Start/End Time 8:00-9:00 AM/9 8:00-9:00 AM/9	)-11/ ::	th <u>Ad-ID</u> 30 2012MRFI 30 2012MRFI			<u>Rate</u> <u>Type</u> \$1,100.00 NM \$1,100.00 NM
40 09/09/12 Class of T	09/09/12	NBC MEET THE PRE	SS NBC MEET THE F	PFS	:30	1	\$2,500.00	NM	
Weeks: Spots: # C	Start Date 09/03/12	End Date MTWTFSS 09/09/12S r Date Air Time Desc	Spots/Week 1 ription MEET THE PRESS	Rate \$2,500.00 Start/End Time NBC MEET TH		<u>ith</u> <u>Ad-ID</u> 30 2012mrF	Р100н		<u>Rate</u> <u>Type</u> \$2,500.00 NM
41 09/09/12 Class of T	09/09/12 Time - Immedi	CHRIS MATTHEWS	WKICHRIS MATTHEW	/:S	:30	1	\$750.00	NM	
Weeks: Spots: <u>#</u> C 1 W	09/03/12	End Date         MTWTFSS           09/09/12        S           r Date         Air Time         Desc           0/09/12         10:26 AM CHRI	Spots/Week 1 ription S MATTHEWS WKND	<u>Rate</u> \$750.00 <u>Start/End Time</u> EM CHRIS MATTH		<u>ith Ad-ID</u> 30 2012MRF	Р100н		<u>Rate</u> <u>Type</u> \$750.00 NM
42 09/09/12 Class of T	09/09/12 ime - Pre-em	SA/SU 6-6:30 PM ptible with notice	SA/SU 5:58-6:30 F	기S	:30	1	\$700.00	NM	
Weeks: Spots: <u>#</u> C 1 W	09/03/12	End Date         MTWTFSS           09/09/12        S           ir Date         Air Time         Desc           0/09/12         6:29 PM SA/S		<u>Rate</u> \$700.00 <u>Start/End Time</u> SA/SU 5:58-6:		<u>ath Ad-ID</u> 30 2012MRF	Р100Н		<u>Rate</u> <u>Type</u> \$700.00 NM
43 09/09/12 Class of T	09/09/12 ime - Immed	NFL PRE-GAME iately Pre-emptible withou	7:00P-8:00PM it notice	S	:30	1	\$2,000.00	NM	
	09/03/12	ir Date Air Time Desc		<u>Rate</u> \$2,000.00 <u>Start/End Time</u> 7:00P-8:00PM		g <u>th</u> <u>Ad-ID</u> 30 2012MRF	Р100н		<u>Rate</u> <u>Type</u> \$2,000.00 NM
44 09/09/12 Class of T	09/09/12 Time - Immed	NFL iately Pre-emptible withou	8:00PM-conclusio	nS	:30	2	\$5,000.00	NM	
Weeks: Spots: <u>#</u> C 1 V	Start Date 09/03/12	End Date 09/09/12S ir Date Air Time Desc 9/09/12 9:55 PM NFL 9/09/12 11:41 PM NFL	Spots/Week 2	Rate \$5,000.00 Start/End Time 8:00PM-conclu	usion :	g <u>th</u> <u>Ad-ID</u> :30 2012MRF :30 2012MRF		,	<u>Rate</u> <u>Type</u> \$5,000.00 NN \$5,000.00 NN
45 09/09/12 Class of T	09/09/12 Fime - Pre-em	Su Late News After N	IFL Su Late News Afte	erS	:30	2	\$1,400.00	NM	
Weeks: Spots: <u>#</u> 0	Start Date 09/03/12	End Date MTWTFSS 09/09/12S ir Date Air Time Desc 9/09/12 12:09 AM Su L	2	Rate \$1,400.00 Start/End Time Su Late News	-	gth <u>Ad-ID</u> :30 2012MRF	-р100н		Rate Type \$1,400.00 NM





**Payment Terms 30 Days** 

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 949042-1 | 09/16/12 | September 2012 | 08/27/12 - 09/10/12

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY/P/R	10.000

www.wesh.com

Spots/

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS Le	ength	Week	Rate	Type	<u> </u>
4	5 09/09/12 Class of Tim	09/09/12 ne - Pre-empti	Su Late News After I ble with notice	NFL Su Late News After	S	:30	2	\$1,400.00	NM	APACK 3
	Spots: # Ch 2 WE	<u>Day</u> <u>Air D</u> SHSu 09/0 LR - Footb	9/12 12:28 AM Su L	cription _ate News After NFL	Start/End Time Su Late News Afte		<u>th Ad-ID</u> 30 2012MRF	Р100н	1	<u>Rate</u> <u>Type</u> \$1,400.00 NM

Total Spots

71

Gross Total \$60,350.00

Agency Commission

\$9,052.50

Net Amount Due

\$51,297.50